AMENDMENT OF THE CLAIMS:

Please cancel claim 1-6 without prejudice or disclaimer and add rewritten claims 7-12 as follows:

Claims 1-6 (canceled)

Claim 7 (new): An Internet-based consumer product brand information management and delivery system for use within the enterprise of a manufacturer of consumer products, said Internet-based consumer product brand information management and delivery system comprising:

(A) a local rational database management system (RDBMS) for storing and managing

(1) a plurality of universal product numbers (UPNs) assigned to a plurality of UPN-indexed consumer products manufactured by said manufacturer and registered with a central RDBMS by said manufacturer and/or its agent,

(2) a trademark (TM) symbolically linked to each said UPN,

(3) a product descriptor (PD) symbolically linked to each said UPN, and

(4) one or more uniform resource locators (URLs) symbolically linked to each said UPN, each said URL specifying the location of one consumer product brand information resource located on the Internet and related to one of said plurality of UPN-indexed consumer products registered with said central RDBMS; and

(5) a plurality of consumer product brand building information resources, each being associated with at least one said UPN-indexed consumer product registered within said central RDBMS, and being accessible on the Internet at one said URL;

(B) a data processing module for (i) processing data within said local RDBMS, (ii) generating a UPN/TM/PD/URL data link record for each UPN-indexed consumer product registered with said central RDBMS, and (iii) storing each said UPN/TM/PD/URL data link record within said local RDBMS;

(C) electronic data transport apparatus for transporting the UPN/TM/PD/URL data link records maintained within said local RDBMS to said central RDBMS;

(D) said central RDBMS being operably connected to the infrastructure of the Internet, and storing and managing said UPN/TM/PD/URL data link records maintained for each said UPN-indexed consumer product registered with said central RDBMS;

(E) a first Internet-based information server operably connected to the infrastructure of

the Internet, for hosting and serving the plurality of consumer product brand information resources associated with each said UPN-indexed consumer product registered within said central RDBMS; and

(F) a first Internet-enabled database server operably connected to the infrastructure of the Internet and also to said central RDBMS, for receiving and servicing requests made by an Internet-enabled client computer operated by a consumer, for consumer product brand information resources on the Internet about at least one of said plurality of UPN-indexed consumer products registered with said central RDBMS;

wherein said request may include either the UPN, TM and/or PD symbolically linked to the UPN assigned to a registered UPN-indexed consumer product on which consumer product brand information on the Internet is being sought by a consumer; and

wherein each said request is processed by said second Internet-enabled information server and the UPN, TM and/or PD contained in said request is recovered and used to access the URLs symbolically linked to the UPN, TM and/or PD, and then said accessed URLs are automatically transmitted to said Internet-enabled client computer for use in accessing the consumer product brand information resources stored in said first Internet-based product information server at said URLs.

Claim 8 (new): The Internet-based consumer product brand information management and delivery system of claim 7, which further comprises an electronic data interchange (EDI) engine for importing UPN/TM/PD data strings from a UPN-indexed product sales database maintained within said manufacturer's enterprise, into said central RDBMS.

Claim 9 (new): The Internet-based consumer product brand information management and delivery system of claim 8, which further comprises a Web-based client computer for use by a brand management team member of said manufacturer so as to access said local RDBMS by way of the Internet, and remotely manage the URLs symbolically linked to each said UPN/TM/PD data string record stored within said local RDBMS.

Claim 10 (new): The Internet-based consumer product brand information management and delivery system of claim 7, wherein said brand-building consumer product information resources comprise rich-media information resources hosted on the Internet.

Claim 11 (new): The Internet-based consumer product brand information management and delivery system of claim 7, which further comprises:

a second Internet-enabled information server operably connected to the infrastructure of the Internet, for storing a Consumer Product Information Request (CPIR) enabling Servlet encoded with the UPN of each said consumer product registered within said central RDBMS;

a third Internet-enabled information server operably connected to the infrastructure of the Internet, for serving a Web page having HTML code, within which a CPIR-enabling Servlet tag associated with said CPIR-enabling Servlet is embedded;

said Internet-enabled client computer having a Web browser program for producing a first Web-browser enabled graphical user interface (GUI) for displaying said Web page with said CPIR-enabling Servlet tag embedded therein;

wherein, when said consumer clicks on said CPIR-enabling Servlet tag embedded within said Web page,

(1) said CPIR-enabling Servlet associated with said CPIR-enabling Servlet tag is automatically executed on said Internet, and a request for URLs relating to the UPN-indexed consumer product is automatically carried out against said first Internet-enabled database server operably connected to said central RDBMS; and

(2) in response to said request, said CPIR-enabling Servlet automatically generates a second Web-browser enabled graphical user interface (GUI) on said Internet-enabled client computer, for displaying said URLs accessed from said central RDBMS for access and use by said consumer.

Claim 12 (new): The Internet-based consumer product brand information management and delivery system of claim 11, wherein said CPIR-enabling Servlet tag is embedded within an image of a consumer product in said Web page, and wherein said second Web-browser enabled GUI functions as a cyber-kiosk for accessing and delivering consumer product brand information at points of presence on the World Wide Web (WWW).